

Political Poll Report – Lindsay Electorate

Prepared for The Guardian
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lonergan research 

Methodology

- This survey was conducted by VATI (Voice Automated Telephone Interviewing) amongst voters within the Lindsay Electorate.
- A random-digit dialling methodology was employed around exchanges known to be within the electorate.
- Surveys were conducted on 14 August, 2013.
- A total of 1038 interviews were conducted.
- After interviewing, responses were weighted to population estimates derived from the 2011 Census and 2010 electoral results.

Main Findings

House of Representatives – Primary Vote

- If the election were held today, Fiona Scott would comfortably win the seat of Lindsay with an outright majority (60%).
- David Bradbury who won the seat of Lindsay in 2010, would receive 32% of the primary vote.
- The Greens' would receive 3% and other parties and candidates would receive 5% of the primary vote.

Primary Vote	2010 Election (%)	Current intent (%)	Forced preference (%)
David Bradbury (ALP)	45%	30%	32%
Fiona Scott (Liberal)	43%	59%	60%
David Lenton (GRN)	5%*	2%	3%
Other	7%	4%	5%
Unsure	N/A	5%	N/A

*Suzie Wright was the Greens candidate for the electorate of Lindsay in 2010.

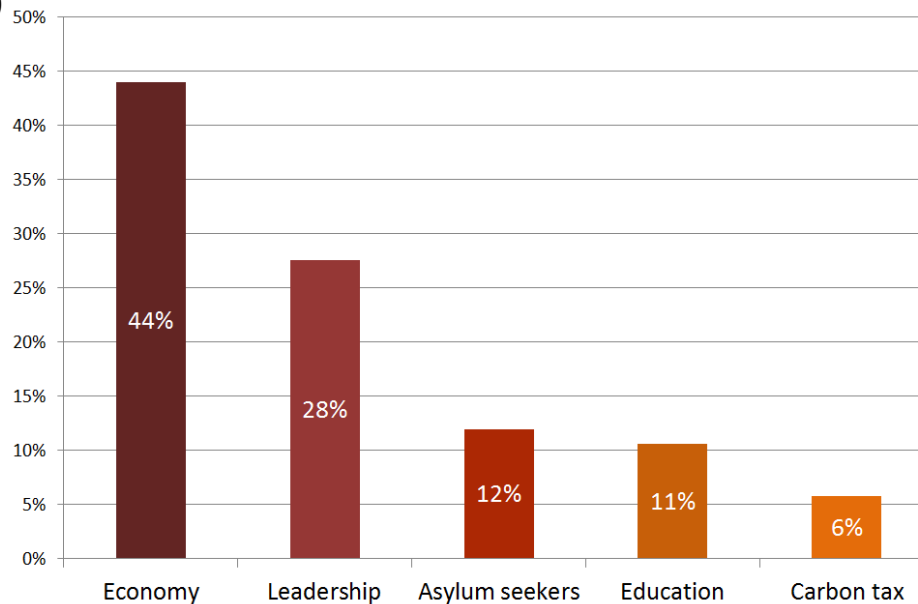
House of Representatives – Swing in Voting Intention

- The ALP has lost the support of many voters in the Lindsay electorate since the last federal election. 3 in 10 (30%) Lindsay voters who voted for David Bradbury in 2010, intend to vote for Fiona Scott in the upcoming federal election.
- Fiona Scott on the other hand, has managed to retain the vast majority of her supporters. Nearly all (92%) of those who voted for her in 2010 intend to vote for her again in the upcoming federal election.

		House of Representatives Vote in 2010	
		David Bradbury (ALP)	Fiona Scott (LIB)
Current Voting Intention	David Bradbury (ALP)	65%	6%
	Fiona Scott (LIB)	30%	92%
	David Lenton (GRN)	3%	0%
	Another Party or candidate	2%	1%

Issues Impacting Lindsay Voting Intention

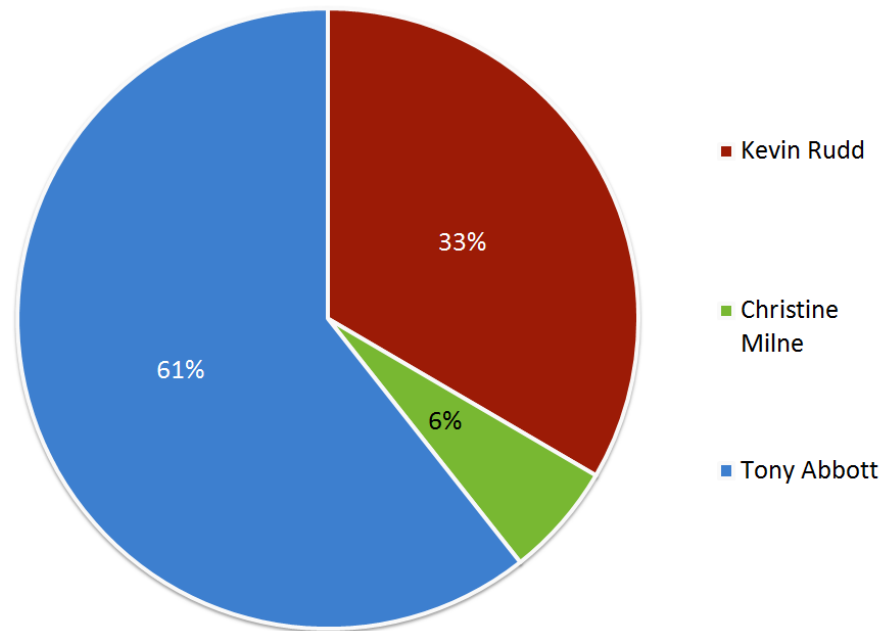
- The economy (44%) will have the greatest impact on voting intention in the Lindsay electorate, followed by leadership (28%).
 - Male voters are more likely to be most influenced by the economy (48%; cf. female voters 40%) and carbon tax (8%; cf. female voters 3%).
 - Female voters on the other hand, are more likely to be influenced by education (15%; cf. male voters 6%).
 - Young voters aged 18-24 are more likely to be influenced by leadership (35%; cf. voters aged 25-34 20%, 35-49 28%, 50+ 29%).
 - Those who intend to vote for Fiona Scott in the upcoming election are more likely to be influenced by the economy (56%; cf. those who intend to vote for David Bradbury 25%, David Lenton 22%, another party or candidate 39%).
 - Those who intend to vote for David Lenton in the upcoming election are more likely to be influenced by asylum seekers (33%; cf. those who intend to vote for David Bradbury 10%, Fiona Scott 12%, another party or candidate 12%)



A3. Which one of the following will have the most impact on how you will vote in this Federal election?

Positive Election Campaign Message

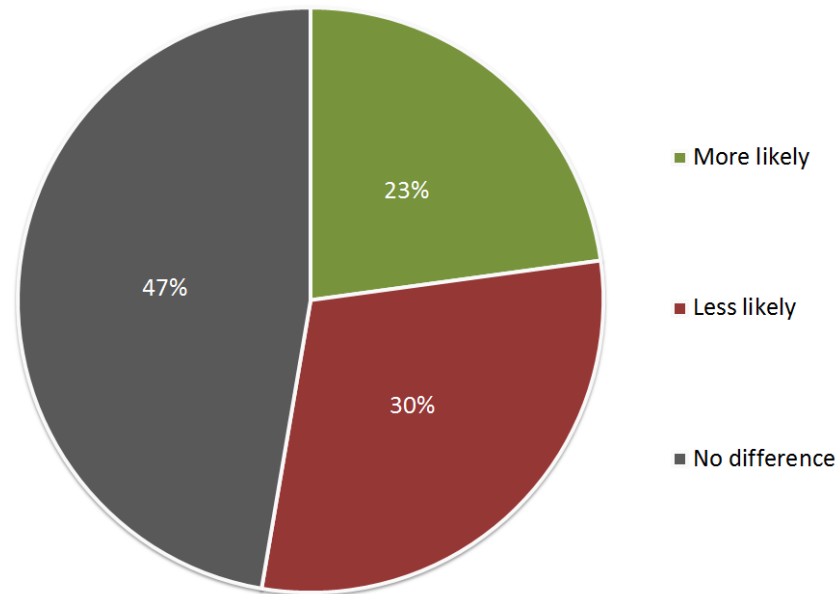
- The majority (61%) of voters in the Lindsay electorate believe Tony Abbott has the most positive election campaign messages.
 - Male voters are more likely to believe Tony Abbott has the most positive election campaign messages (66%; cf. female voters 55%)
 - In contrast, female voters are more likely to believe Kevin Rudd has the most positive election campaign messages (38%; cf. male voters 29%).
 - Voters aged 25-34 are more likely to believe Kevin Rudd has the most positive election campaign messages (37%; cf. those aged 18-24 32%, 35-49 32%, 50+ 33%).



A4. Election campaigns can be positive, which outline policies and solutions, or negative, which attack other parties and candidates. Which of the following leaders has the most positive campaign messages?

Kevin Rudd Replacing Julia Gillard as ALP Leader

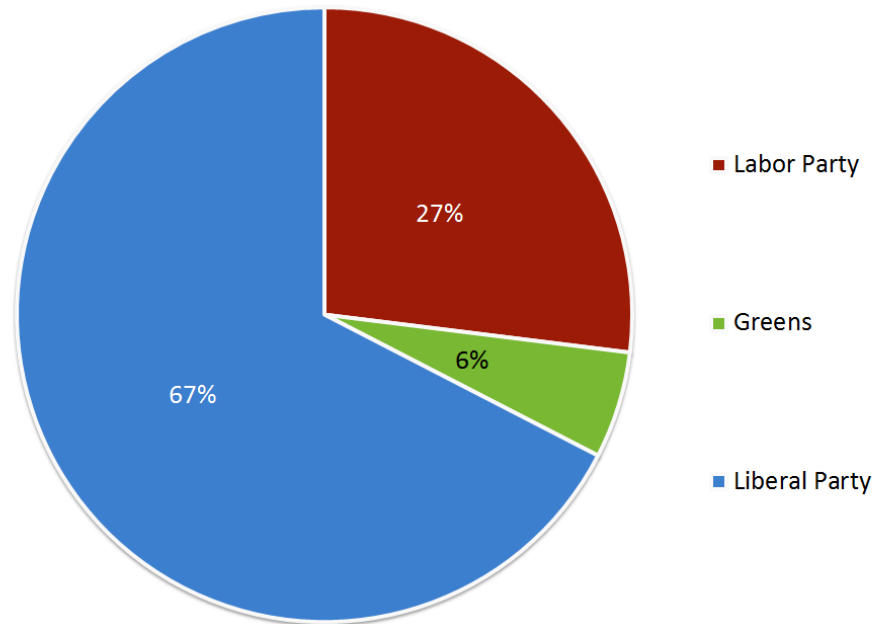
- The return of Kevin Rudd as the leader of the ALP has had a negative impact on ALP voting intention within the electorate of Lindsay. 3 in 10 (30%) feel they are less likely to vote for the Labor Party as a result of the leadership change. Less than a quarter (23%) feel the return of Kevin Rudd makes them more likely to vote for the ALP.
 - Male voters are less likely to vote for the ALP in the upcoming election with Kevin Rudd at the helm of the Labor Party (33% less likely; cf. female voters 27%).
 - Voters aged 25-34 are less likely to vote for the ALP in the upcoming election with Kevin Rudd at the helm of the Labor Party (37% less likely; cf. those aged 18-24 24%, 35-49 29%, 50+ 28%).



A5. Kevin Rudd recently replaced Julia Gillard as the leader of the Labor Party. Has this change made you more or less likely to vote for the Labor Party, or has it made no difference?

Stopping Asylum Seekers from Arriving in Australia by Boat

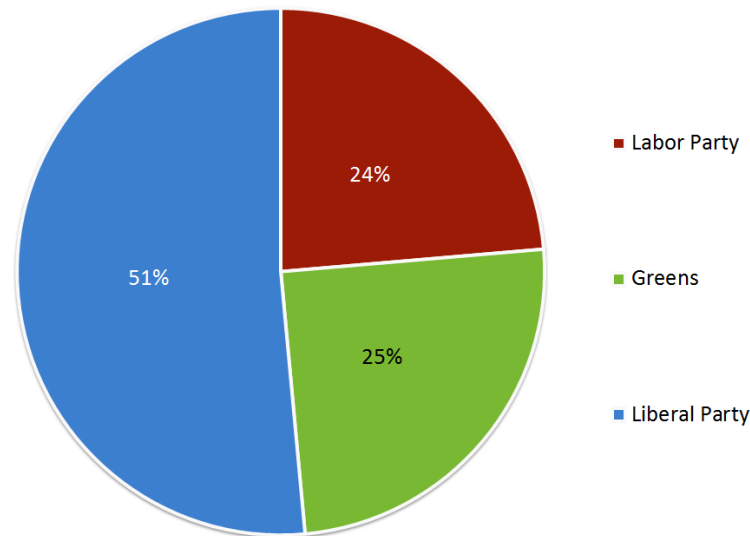
- The majority (67%) of Lindsay voters feel the Liberal party will be most effective at stopping asylum seekers from arriving in Australia by boat. A little more than a quarter (27%) feel the Labor Party will be most effective at tackling this issue, and just 6% feel the Greens will be most effective for the task.
 - Male voters are more likely to believe the Liberal Party will be most effective at stopping asylum seekers from arriving in Australia by boat (74%; cf. female voters 61%).
 - Female voters are more likely to believe the ALP will be most effective at stopping asylum seekers from arriving in Australia by boat (32%; cf. male voters 21%).



A6. Which party do you think would be the most effective at stopping asylum seekers from arriving in Australia by boat?

Treating Asylum Seekers who arrive in Australia by Boat in the Most Humane Manner

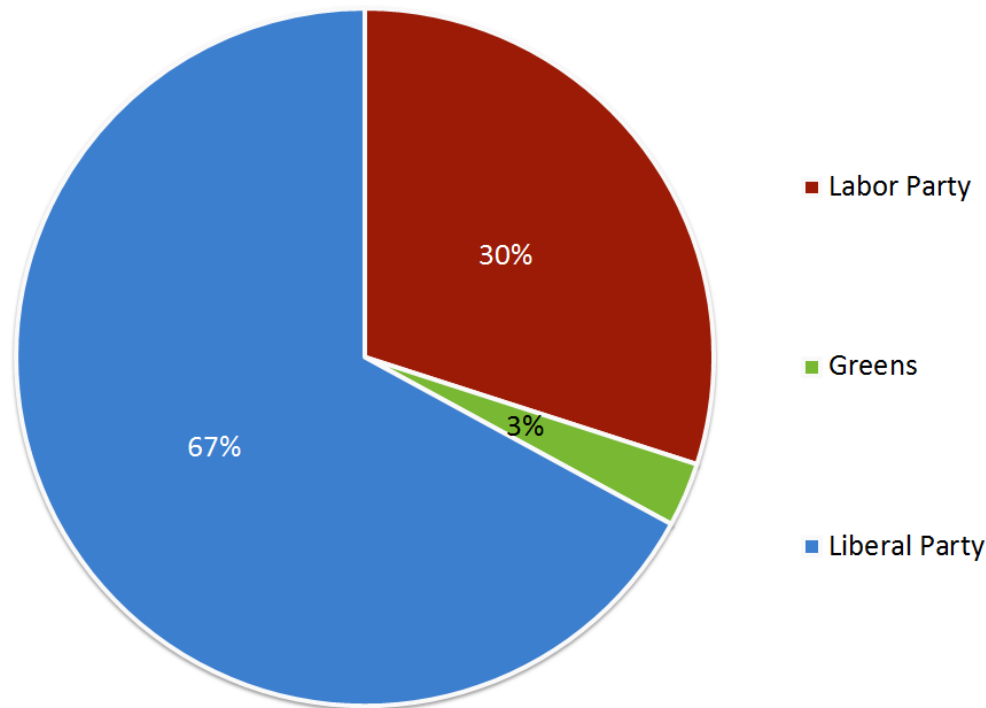
- Despite more than two thirds (67%) of voters believing the Liberals will be the most effective at stopping asylum seekers from arriving in Australia by boat, only half (51%) think they will treat asylum seekers in the most humane manner.
- Whereas just 6% of Lindsay voters believe the Greens would be most effective at stopping asylum seekers from arriving in Australia by boat, a quarter (25%) feel they will treat asylum seekers in the most humane manner.
 - Female voters are more likely to believe the ALP will treat asylum seekers who arrive in Australia by boat in the most humane manner (28%; cf. male voters 19%).
 - Their male counterparts on the other hand, are more likely to believe the Greens will treat asylum seekers who arrive in Australia by boat in the most humane manner (29%; cf. female voters 21%).



A7. Which party do you think would treat asylum seekers who arrive in Australia by boat in the most humane manner?

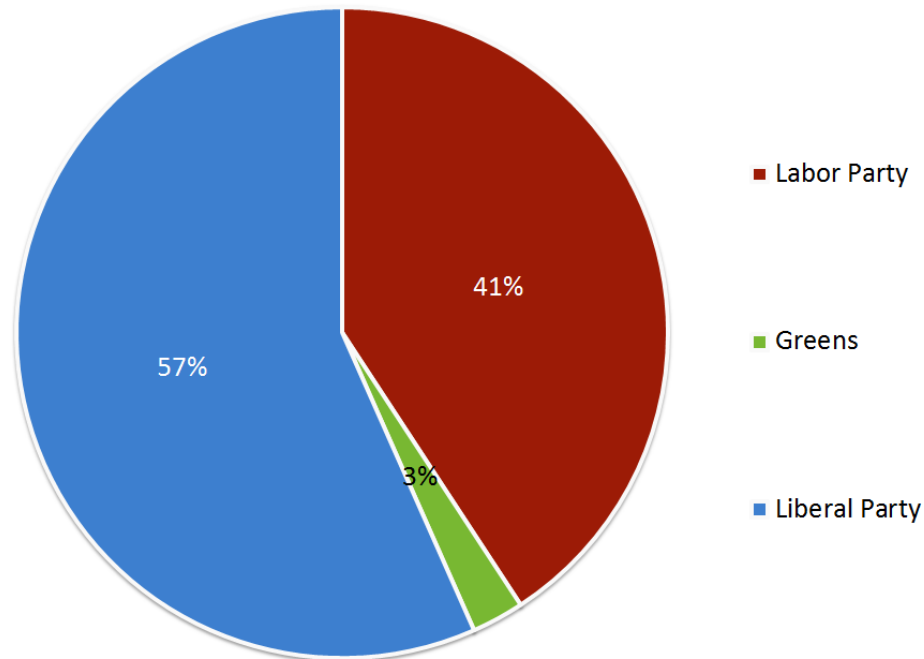
Managing Australia's Economy

- The majority (67%) of Lindsay voters put their trust in the Liberal Party to manage Australia's economy.
 - Female voters are more likely to trust the ALP the most to manage Australia's economy (37%; cf. male voters 23%).
 - Male voters are more likely to trust the Liberal Party the most to manage Australia's economy (74%; cf. female voters 61%).



A8. Which party do you trust the most to manage Australia's Economy?

- 57% of voters in Lindsay think the Liberal Party has the best education policy, ahead of the ALP at 41%.
 - Male voters are more likely to believe the Liberal Party has the best education policy (62%; cf. female voters 51%).
 - Their female counterparts on the other hand, are more likely to believe the Labor Party have the best education policy (47%; cf. male voters 35%).



A9. Which party do you think has the best education policy?

**For any questions or comments, please
contact Chris Lonergan on 1300 123 453**

